WHAT IS CLAIMED IS:

1.   A method for automatically preparing and manufacturing a printing job, comprising the steps of:

entering a predetermined web page, said predetermined web page being customized for use by a particular user;

selecting a desired print document from among a predetermined number of print documents;

selecting various information to be included in said print document;

automatically inserting other information to said print document in accordance with an identity of said particular user;

completing an order for said print document including proofing said print document;

automatically generating printing plates from a digital image including information from said print document; and

printing and delivering said printing job to said user.